

## Professional Diploma in Jewellery Design (270 hrs)

65015D

The majority of jewellery courses in Hong Kong are skills oriented with a focus on techniques and technology. There is a lack of jewellery design training in Hong Kong that focuses on the nurturing of contemporary design and individual styles using themes from culture and the environment, particularly Chinese and contemporary culture. Based on this approach, the purpose of this course is to instill interest, discover talents, and develop creativity for the jewellery industry in Hong Kong.

The course aims at producing designers that can add concept and meaning to design, blending form, ideas and meaning with craftsmanship, materials and production methods. The course will nurture in designers an interest in the jewellery business and contemporary design, particularly on Chinese culture and the environment as inspirations for concepts and forms, and equip them with the knowledge and skills in design from research, concepts, solutions to production and the business side.

The course consists of 3 stages:

Stage 1 *Professional Certificate in Jewellery Design: Culture & Design Methods* (90 hrs, Fees: \$10,800)

Stage 2 *Professional Certificate in Jewellery Design: Techniques, Trends & Branding* (90 hrs, Fees: \$10,800)

Stage 3 *Professional Certificate in Jewellery Design: Profession & Business* (90 hrs, Fees: \$10,800)

Upon satisfactory completion of all stages of the course, students will be awarded the *Professional Diploma in Jewellery Design*.

Professional Diploma in Jewellery Design is recognized under the QF  
(OF Level 4, QR Registration No.11/001523/4, Registration Validity Period: 01/09/2011-31/08/2016)



### Course Outline

#### *Professional Certificate in Jewellery Design: Culture & Design Methods (90 hrs)*

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| 1. <u>Jewellery Design: Inspiration from Culture (24 hrs)</u>  | Module Code DDP4155Y |
| <ul style="list-style-type: none"><li>• Research on Cultures and Development of Thinking Skills</li><li>• Aesthetic Values from the 19<sup>th</sup> Century to the 20<sup>th</sup> Century</li><li>• Cultural Investigation and Analysis</li></ul> |                      |
| 2. <u>Computer-Aided Jewellery Design (CAJD) &amp; Communication Skills (36 hrs)</u>   | Module Code DDP4156Y |
| <ul style="list-style-type: none"><li>• Principle of Visual Communication</li><li>• Computer-Aided Jewellery Design (CAJD)</li><li>• Implementation of Visual Presentation</li></ul>   |                      |
| 3. <u>Jewellery Design: Concepts &amp; Solutions (30 hrs)</u>  | Module Code DDP4157Y |
| <ul style="list-style-type: none"><li>• Idea and Concept Generation</li><li>• Idea Development and Design Solutions</li><li>• Realization and Presentation of Design</li></ul>   |                      |

***Professional Certificate in Jewellery Design: Techniques, Trends & Branding (90 hrs)***

4. Jewellery Techniques & Design (36 hrs) Module Code DDP4158Y
- Usage of Tools and Machineries
  - Technical Theory in Jewellery Making
  - Jewellery Techniques and Metal Fabrication
5. Changes & Trends in Jewellery Design (24 hrs) Module Code DDP4159Y
- Contemporary Design Trends and Styles
  - Aesthetic Values from the 20<sup>th</sup> Century to Contemporary Society
  - Study of Artifacts in Jewellery-Related Specialism
6. Gemmology: Properties & Identification (12 hrs) Module Code DDP4160Y
- Introduction to Gemmology and Mineralogy
  - Study of Common Gemstones in Jewellery
  - Study of Diamond
  - Gemstone Identification and Testing
7. Jewellery Business: Branding & Marketing (18 hrs) Module Code DDP4161Y
- Essential Marketing Concepts and Theories
  - Concept of Branding, Strategies and Brands
  - Product Development and Promotion

***Professional Certificate in Jewellery Design: Profession & Business (90 hrs)***

8. Contemporary Jewellery Design & Practice (18 hrs) Module Code DDP4162Y
- Development of Contemporary Jewellery Design
  - Interdisciplinary and Crossover Influences
  - Contemporary Jewellery Business and its Practice
9. Planning a Career in Jewellery Design (30 hrs) Module Code DDP4163Y
- Self Analysis and Career Planning
  - Interview Techniques for Designers
  - Portfolio Management
  - Legal Issues of Jewellery Business
10. Designing Jewellery for Clients (42 hrs) Module Code DDP4164Y
- Key Elements of a Creative Brief
  - Management of Design Processes
  - Application of Cultural and Design Knowledge
  - Application of Visualization and Presentation Skills

Duration: 270 hrs

Fees

Full Course: \$ 32,400 (270 hrs)

Single PC : \$10,800 (90 hrs)

Single Module: \$ 1,560 (12 hrs)

\$ 2,340 (18 hrs)

\$ 3,120 (24 hrs)

\$ 3,900 (30 hrs)

\$ 4,680 (36 hrs)

\$ 5,460 (42 hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)

#### Minimum Entry Requirements

1. 5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or equivalent, and basic knowledge of 2D/3D CAD drawing techniques, OR
2. At least two years relevant work experience and basic knowledge of 2D/3D CAD drawing techniques for mature applicant aged 23 or above.

#### Enquiry

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